

BEFORE THE  
POSTAL REGULATORY COMMISSION  
WASHINGTON, D.C. 20268-0001

ANNUAL COMPLIANCE REVIEW, 2014

Docket No. ACR2014

**UNITED STATES POSTAL SERVICE RESPONSES TO  
QUESTIONS 1-3 OF CHAIRMAN'S INFORMATION REQUEST NO. 11**  
(March 3, 2015)

The United States Postal Service hereby provides its responses to the above-listed questions of Chairman's Information Request No. 11, issued on February 24, 2015. Each question is stated verbatim and followed by the response.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

By its attorneys:

Daniel J. Foucheaux, Jr.  
Chief Counsel, Pricing & Product Support

Eric P. Koetting  
James M. Mecone

475 L'Enfant Plaza, S.W.  
Washington, D.C. 20260-1137  
(202) 277-6333

**RESPONSES OF THE UNITED STATES POSTAL SERVICE  
TO CHAIRMAN'S INFORMATION REQUEST NO. 11**

1. The Postal Service states that “[t]he new CI [Customer Insights] composite metric is a weighted multi-channel customer driven experience measurement which presents an improved holistic view of customer satisfaction.”<sup>1</sup>
- a. Please explain how the experience measurement is weighted.
  - b. What is meant by the statement that the weighted measurement “presents an improved holistic view of customer satisfaction”?

**RESPONSE:**

a. The CI composite is comprised of four weighted metrics – Business Service Network (BSN), Point of Sale (POS), Delivery, and Customer Care Center (CCC). The score from each metric is multiplied by the appropriate weight (depicted below) and then aggregated to create the CI Composite Score.

<b>Metric</b>	<b>Weight</b>
BSN	40%
POS	20%
Delivery	20%
CCC	20%

b. The weighting of each segment of the different interconnected customer touch points results in a more accurate and detailed view of the satisfaction level for the largest core customer segment.

---

<sup>1</sup> FY 2014 ACR at 40-41

**RESPONSES OF THE UNITED STATES POSTAL SERVICE  
TO CHAIRMAN'S INFORMATION REQUEST NO. 11**

2. In Library Reference USPS-FY14-17 at 39, the Postal Service states that “[t]he new CI [Customer Insights] composite metric is based on a hybrid set of measurements, which when taken together, present an improved view of customer satisfaction...[and that]...the new survey metrics are...comprised of four key components: Point of Sale (POS), Business Service Network (BSN), Delivery (Residential/Small & Medium Business) and Customer Care Center (CCC).” In the FY 2014 ACR at 41, the Postal Service discusses the methodology of only one of the four components—the Residential/Small & Medium Business component. How are the other 3 components of the CI composite metric used to measure the customer experience under the CI measurement system?

**RESPONSE:**

The POS metric measures the level of customer satisfaction with retail POS

locations. The BSN metric measures the level of customer satisfaction

concerning interaction with the BSN representative. And the CCC metric

measures the level of customer satisfaction regarding interaction with a

Customer Care Center Live Agent. Each of these metrics provides insights into

different segments of the core customer base.

**RESPONSES OF THE UNITED STATES POSTAL SERVICE  
TO CHAIRMAN'S INFORMATION REQUEST NO. 11**

3. In Library Reference USPS-FY14-17 at 39, the Postal Service also states, “[t]he CI [Customer Insights] composite metric provides a more diversified view and deeper insight into our customers’ experiences with USPS as a whole.” Please explain how the new CI measurement provides “a more diversified view” and “a deeper insight into ...customers’ experiences” than the prior Customer Experience Measurement system.

**RESPONSE:**

The previous Customer Experience Measurement (CEM) relational survey methodology was conducted on a random sample of the population and provided perception based results from potential customers. Because the survey was offered to a random sample of the United States population, it included individuals who may not actually be customers. The new CI methodology is event driven, and this ensures that all feedback is reflective of actual customers. Finally, responses are received in a more timely fashion as compared to CEM, and the CI composite is comprised of multiple touch points, which provides a more accurate representation of the entire customer base.